



VELOCITY
ADVISORY GROUP

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performance

360 Feedback Implementation Checklist



1. Define the Purpose

- ☐ Clarify the goal of the 360: development vs. performance management
- ☐ Communicate the developmental intent to all participants
- ☐ Ensure leadership alignment on the purpose

2. Engage Key Stakeholders

- ☐ Involve HR, managers, and senior leaders early
- ☐ Set expectations for their roles before, during, and after the process
- ☐ Align the 360 with broader leadership development initiatives

3. Select the Right Participants

- ☐ Identify participants based on development needs or leadership pipeline
- ☐ Choose a balanced group of raters: supervisors, peers, direct reports
- ☐ Ensure raters have firsthand experience with the participant

4. Choose Relevant Competencies

- ☐ Align competencies with organizational values and strategy
- ☐ Focus on observable behaviors, not abstract traits
- ☐ Avoid generic templates—customize for relevance

5. Prepare Participants and Raters

- ☐ Provide training or guidance on giving and receiving feedback
- ☐ Emphasize the importance of constructive, specific feedback
- ☐ Encourage participants to approach feedback with an open mindset

6. Communicate Transparently

- ☐ Explain the full process: purpose, timeline, and expectations
- ☐ Clarify who will see the results and how they'll be used
- ☐ Reinforce confidentiality and anonymity of rater responses

7. Administer the Assessment

- ☐ Use a reliable 360 platform or tool
- ☐ Ensure a smooth user experience for both raters and participants
- ☐ Monitor completion rates and send reminders as needed

8. Debrief and Support

- ☐ Schedule a structured debrief session with each participant
- ☐ Offer coaching or mentoring to help interpret results
- ☐ Highlight both strengths and development areas

9. Facilitate Coaching & Action Planning

- ☐ Use internal or external coaches to create a focused development plan
- ☐ Encourage 2–3 specific, achievable goals
- ☐ Align goals with business needs and personal growth areas

10. Build Accountability

- ☐ Set up regular check-ins with managers or coaches
- ☐ Track progress and revisit goals periodically
- ☐ Celebrate wins and adjust plans as needed

11. Protect Confidentiality

- ☐ Use tools that ensure anonymous feedback
- ☐ Clearly communicate how data is collected and reported
- ☐ Avoid sharing raw data that could identify raters

12. Measure Impact

- ☐ Track changes in leadership behavior over time
- ☐ Assess impact on team performance, engagement, or culture
- ☐ Report ROI to stakeholders to reinforce the value of 360s

13. Optimize Timing

- ☐ Align 360s with leadership development cycles—not just annual reviews
- ☐ Avoid overuse; annual or biannual cadence is typically sufficient